## SVB FINANCIAL GROUP Form FWP September 16, 2010

Filed Pursuant to Rule 433

Registration No. 333-169374

Pricing Term Sheet

September 15, 2010

Summary of Terms for Issuance

Issuer: SVB Financial Group Ranking: Senior Notes Ratings:\* A3/BBB Principal Amount: \$350,000,000 Pricing Date: September 15, 2010 Settlement Date: September 20, 2010 Maturity Date: September 15, 2020 Interest Payment Dates: September 15 and March 15 of each year, beginning March 15, 2011 Reference Benchmark: 2.625% due August 15, 2020 Benchmark Yield: 2.717% Spread to Benchmark: +275 bps Reoffer Yield: 5.467% Coupon: 5.375% Price to Investors (%): 99.300% **Optional Redemption:** Make-whole call at any time at the greater of 100% of the principal amount of the notes being redeemed or discounted present value at the treasury rate plus 45 basis points Minimum Denominations: \$2,000 Minimum Increments: \$1.000 CUSIP: 78486OAC5 ISIN: US78486QAC50 Book-Running Managers: Banc of America Securities LLC and J.P. Morgan Securities LLC Barclays Capital Inc. and Keefe, Bruyette & Woods, Inc. Co-Managers:

## \* Note: A securities rating is not a recommendation to buy, sell, or hold securities and may be subject to revision or withdrawal at any time.

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